

Amendments to the Claims:

1.-10. (canceled)

11. (currently amended) A printing press, comprising:

a print unit;

a drive unit assigned to the print unit;

a control unit for regulating the drive unit; and

a print mark measuring device and/or register mark measuring device and/or a register measuring device configured to capture image data of a print mark, wherein

the print mark measuring device and/or the register mark measuring device and/or the register measuring device comprises an evaluation unit and are directly connected to the control unit to transmit the image data to the control unit;

wherein a correction factor is calculated by the control unit based on the image data to regulate the movement of the drive unit.

12. (previously presented) The printing press in accordance with claim 11, wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are connected by a means for signal transmission to the control unit.

13.-17. (canceled)

18. (previously presented) The printing press in accordance with claim 11, wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are connected to the control unit by a field bus system or a serial link.

19.-21 (canceled)

22. (previously presented) The printing press in accordance with claim 12, wherein a field bus system or a serial link is provided as means for signal transmission.

23. (previously presented) The printing press in accordance with claim 11, wherein the control unit has a master functionality with regard to further drive units or with regard to further control units.

24.-28 (canceled)

29. (currently amended) A method for operation of a printing press, comprising:
providing a print unit;
providing a drive unit assigned to the print unit;
providing a control unit for regulating the drive unit;
providing a print mark measuring device and/or register mark measuring device and/or a register measuring device that comprises an evaluation unit, to capture image data of a print mark, wherein

the print mark measuring device and/or the register mark measuring device and/or the register measuring device are directly connected to the control unit to transmit the image data to the control unit; and

transmitting a print mark signal and/or the register mark signal including the image data from the print mark measuring device and/or the register mark measuring device to the control unit, or

transmitting a register measuring signal from the register measuring device to the control unit;
wherein a correction factor for regulating the movement of at least one drive unit is calculated by the control unit from the print mark signal or from the register mark signal or from the register measuring signal.

30. (cancelled)

31. (currently amended) A printing press, comprising:

a print unit;

a drive unit assigned to the print unit, wherein the drive unit comprises a motor, a power converter and an integrated control unit for regulating the drive unit, and the control unit comprises an integrated evaluation unit; and

a print mark measuring device and/or register mark measuring device and/or a register measuring device configured to capture image data of a print mark, wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are directly connected to the control unit to transmit the image data to the control unit;

wherein a correction factor is calculated by the control unit based on the image data to regulate the movement of the drive unit;

and wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are connected to the control unit by a field bus system or a serial link.

32 - 33. (cancelled)

34. (previously presented) The printing press in accordance with claim 31, wherein the control unit has a master functionality with regard to further drive units or with regard to further control units.